

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE****Application No.:** 09/345092**Customer No.:** 22927**Attorney Docket No.:** 98-119**Date Filed:** June 30, 1999**Title:** VENDING MACHINE SYSTEM AND METHOD FOR  
ENCOURAGING THE PURCHASE OF PROFITABLE  
ITEMS**Applicants:** Walker et al.**Group Art Unit:** 3622**Examiner:** MYHRE, James  
(571) 272-6722 /voice  
(571) 273-8300 /fax**AMENDMENT & RESPONSE**  
**to the Office Action mailed July 1, 2005**Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Examiner:

In response to the Office Action mailed July 1, 2005 (Paper No. / Mail Date 20050623), please consider the following remarks.

This document is filed by Applicants' representative on behalf of the present Applicants for patent. Accordingly, references in this document to "we," "us," "our," and the like will be understood as indicating the present Applicants.